

**Sign Variance Report
250 Front Street West**

Date:	June 7, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-160124

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

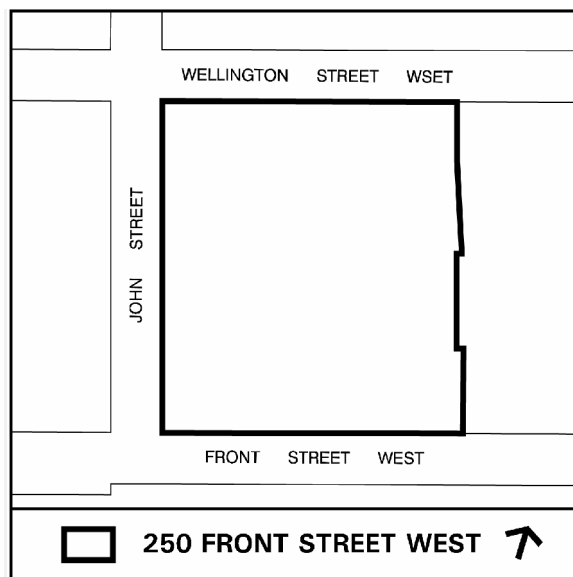
This report reviews and makes recommendations on a request by Lisa Harper, with Canadian Broadcasting Corporation, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, one non-illuminated fascia sign on the west elevation and two non-illuminated fascia signs on the south elevation of the building, at 250 Front Street West.

Staff recommends refusal of the application. The variance is major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the request for a variance to permit, for identification purposes, a non-illuminated fascia sign on the west elevation and two non-illuminated fascia signs on the



south elevation of the building at 250 Front Street West.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property is located at the north-east corner of Front Street West and John Street in a “CR” zone. The property contains a 13-storey building. The building is occupied mainly by the Canadian Broadcasting Corporation. The proposal is to erect, for identification purposes, a non-illuminated fascia sign on the west elevation and two non-illuminated fascia signs on the south elevation of the building. The proposed sign “CBC News @ 6” on the west elevation would be 2.88m wide and 5.02m high with an area of 14.46m². The proposed signs “Here and Now” on the south elevation would be 4.47m wide and 4.98m with an area of 22.26m² and the proposed sign “Metro Morning” on the south elevation would be 4.46m wide and 4.98m high with an area of 22.21m².

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10E (6)	The proposed signs are made of self-adhesive perforated vinyl and that would be applied directly over the doors and windows glass surface of the building.	A fascia sign obstructing or interfering with the door or window of a building is not permitted.

COMMENTS

The variance is required because the fascia signs would cover first floor doors and windows on the south and west elevations of the building. The applicant has advised that the signs would be constructed of “one way fabric” mounted in sections and that you would be able to “see through” from inside of the building to the outside. The sign would cover up two doors and several first floor windows on the south and west elevations of the building, contrary to the Municipal Code.

There are five similar type fascia signs located on the south elevation and there are two similar type fascia signs located on the west elevation of building. There are also numerous signs on the north and east elevations of the building.

Staff does not support covering more windows or doors with signage. This would add to an already cluttered building. The pattern of windows is part of basic architectural integrity of a building and involves a two-way relationship - being able to see inside as well as to see out.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

Gary Wright, Director
Community Planning, Toronto and East York District

(P:\2007\Cluster B\pln\teycc12495124062.doc) - smc

ATTACHMENTS

Attachment 1: Proposed Signs

Attachment 1: Proposed Signs



Proposed Signs

250 Front Street West

Applicant's Submitted Drawing
Not to Scale
05/29/07

File # 07_160124